

MACLEAN'S 20¢

Canada's National Magazine

August 20 1966

The church in Canada and
THE CATHOLIC THAW

Why Dow dumped \$600,000:
THE GREAT BEER SCARE

How Carnaby Street invented **THE LOOK** and how it's hitting Main Street

THE LOOK



Mary Lou McPhee, a mod madonna photographed in a Toronto record store.

'PROBLEMS ARE ONLY SOLUTIONS IN DISGUISE'

— that's the MF 'Stay First' philosophy

Magellan didn't prove the world was round by chance. He got his answer because he sailed closer to the problem than anyone else.

Our problem is finding out how much tractor can do. We're making more tractors than anyone else and selling them in one hundred and sixty six countries, so we're getting some answers.

Our newest answer is a system called Pressure Control. This enables a new Massey-Ferguson tractor to do more jobs.

under more farming conditions anywhere in the world.

Because of MF Pressure Control, we're selling even more tractors now. Selling more tractors will lead us to more farming problems.

And, eventually, more answers.

You could say we're going round in circles.

So was Magellan.

Massey-Ferguson 

MACLEAN'S REPORTS

AUGUST 28 1986

VOLUME 19 NUMBER 14

Backstage at Ottawa

THE NAVAL BROADSIDE THAT MISSED THE BOAT

As two secretaries' offices had no more room at Ottawa when they were displaced earlier this year, so will they continue to do so in the case of Canada's maritime battle of attrition. That conflict with the United States over the right to fish in the Gulf of St. Lawrence will have been very busy in a hall of mirrors of political maneuvering by the end of the year.

These two secretaries' offices were located in the same building as the offices of the Canadian government. The offices had been there for 30 years, but the government has always been known to move. The new building is now in the same place, but the offices have been moved to a new location. The new building is now in the same place, but the offices have been moved to a new location.

The government has always been known to move. The new building is now in the same place, but the offices have been moved to a new location. The new building is now in the same place, but the offices have been moved to a new location.

The government has always been known to move. The new building is now in the same place, but the offices have been moved to a new location. The new building is now in the same place, but the offices have been moved to a new location.

On May 12, 1986, the government announced that it would be withdrawing from the Gulf of St. Lawrence. This was a major decision, and it was met with a great deal of controversy. The government's decision was based on a number of factors, including the need to protect the environment and the need to maintain peace in the region.

The government's decision was based on a number of factors, including the need to protect the environment and the need to maintain peace in the region. The government's decision was based on a number of factors, including the need to protect the environment and the need to maintain peace in the region.

The government's decision was based on a number of factors, including the need to protect the environment and the need to maintain peace in the region. The government's decision was based on a number of factors, including the need to protect the environment and the need to maintain peace in the region.

The government's decision was based on a number of factors, including the need to protect the environment and the need to maintain peace in the region. The government's decision was based on a number of factors, including the need to protect the environment and the need to maintain peace in the region.

Don't any other country? "I would like to see the world and see what it's like. I would like to see the world and see what it's like. I would like to see the world and see what it's like."

Admiral William Levesque, who is the commander of the Canadian Navy, is a man of many talents. He is a man of many talents. He is a man of many talents. He is a man of many talents. He is a man of many talents.

He is a man of many talents. He is a man of many talents. He is a man of many talents. He is a man of many talents. He is a man of many talents. He is a man of many talents. He is a man of many talents.

He is a man of many talents. He is a man of many talents. He is a man of many talents. He is a man of many talents. He is a man of many talents. He is a man of many talents. He is a man of many talents.

He is a man of many talents. He is a man of many talents. He is a man of many talents. He is a man of many talents. He is a man of many talents. He is a man of many talents. He is a man of many talents.

He is a man of many talents. He is a man of many talents. He is a man of many talents. He is a man of many talents. He is a man of many talents. He is a man of many talents. He is a man of many talents.

He is a man of many talents. He is a man of many talents. He is a man of many talents. He is a man of many talents. He is a man of many talents. He is a man of many talents. He is a man of many talents.



Admiral William Levesque, commander of the Canadian Navy.

and the war here who should be the only one to be the peace of the world. They have not been heard from. Only the war has been heard from. Only the war has been heard from. Only the war has been heard from.

Only the war has been heard from. Only the war has been heard from. Only the war has been heard from. Only the war has been heard from. Only the war has been heard from. Only the war has been heard from. Only the war has been heard from.

Only the war has been heard from. Only the war has been heard from. Only the war has been heard from. Only the war has been heard from. Only the war has been heard from. Only the war has been heard from. Only the war has been heard from.

Only the war has been heard from. Only the war has been heard from. Only the war has been heard from. Only the war has been heard from. Only the war has been heard from. Only the war has been heard from. Only the war has been heard from.

PETERSON ON THE PROWL



"It's beginning to look like the old boys were getting so upset."



to be foppish as Canadian kids turn to

THE LOOK

A woman with dark hair, wearing a bright yellow jumpsuit with a black belt and a small black bow in her hair, is sitting on a motorcycle. She is looking towards the left. The motorcycle is dark-colored with chrome accents. In the background, other people are visible, including a woman in a pink outfit on the left. The scene appears to be outdoors at night or in a dimly lit area.

CONCLUSIONS

Produced by Marianne Harris/Photos by Bert Bell

Spats are back, and loud shirts, and girls' knees—holy batcycle!



it could be David Greffen, but the spats (above) were at Toronto's O'Grady Gallery and all by design, where boys thinking this way since 1960. Val Wright's comment is by Pique Rango. John Warden of Montreal designed Gary Schmidt's evening dress. Elizabeth Foster wears a dress from The Unglers.

Motorcyclist Paul McEck adopted his huge batcycle — it's as long as a roller coaster — from Lake Street and a Harley-B Davidson. The styles are elegant, too. Mark Warden's ladies look about from 1960. Some from Washington state. Some Wright's neckties (by Janssen) are also very inspired, made for selling.



The Look isn't just for young people. It's also appearing on suburban fathers, but only on nice mothers like Nora Sells, above with daughter Jessica in matching jersey jumpsuits by Unglers.

John Warden took a variation of the Big Launch idea and the Liverpool Cup with the first move worn by Janssen City. Dads and aunts, while never complete, will be seen in increasingly wild notes.

Swinging styles will be seen everywhere by fall. In all and opening Mary Ellen Brown (center) wears a jumpsuit by Co-Ede. At night's end, Gary Lee Smith wears some jacket for good and "Glen Golen" dress by Co-Ede. Tally wears one pair.

The Look hasn't always been available in Canada. Until recently kids like the top designers on these pages had clothes made or imported for them in offbeat places like several hand shops and custom shops. Now, manufacturers want to be "punkish" and are showing this season's style. The result — better and, perhaps, great for just and key nations, with a dash we haven't seen before in American fashion for young



girl-watching is fun again!



Over look: a report on the young Britons who triggered the Mod revolution



Two "Liberators" sweep base runways. The mayor's goal, to old skills are forgotten, new ones ignored—maybe tomorrow will never come.

THROW-AWAY TOWN?

around—old skills for largely lost jobs. Now these jobs may soon disappear—a possibility that could turn Happy Valley into a ghost town. If that comes it will happen gradually, for one of the most vibrant of all possible economies, a total war has given taxpayers and some of the world's finest engineers here generous checks.

Happy Valley's basic problem is that it has always depended on the military for its existence. The town got started during World War II as a substation to distribute working at Goose Bay airport just four miles away. The airport, once a Royal Canadian Air Force base, has been closed since 1965, but the town has been able to survive by doing work for the military. After the war, Goose Bay remained a vital outpost for both military and civilian jobs, but the town has been able to survive by doing work for the military. After the war, Goose Bay remained a vital outpost for both military and civilian jobs, but the town has been able to survive by doing work for the military.

After Goose Bay Air Base is left U.S. Air Force installation, part of the North American Air Defense System

with an operating station where Royal Canadian Air Force personnel will still be active, industry and commerce may be handicapped—service men and their families live on the U.S. base and there are 1,200 Canadians on the RCAF base. The American military needs 1,000 local residents, but RCAF needs 300. From the two military establishments there is 1,000 civilian workers more than 100,000 military families, a vast and vast of them live in Happy Valley.

With more 100,000 people working in Goose Bay airport just four miles away. The airport, once a Royal Canadian Air Force base, has been closed since 1965, but the town has been able to survive by doing work for the military. After the war, Goose Bay remained a vital outpost for both military and civilian jobs, but the town has been able to survive by doing work for the military.

After Goose Bay Air Base is left U.S. Air Force installation, part of the North American Air Defense System

with an operating station where Royal Canadian Air Force personnel will still be active, industry and commerce may be handicapped—service men and their families live on the U.S. base and there are 1,200 Canadians on the RCAF base. The American military needs 1,000 local residents, but RCAF needs 300. From the two military establishments there is 1,000 civilian workers more than 100,000 military families, a vast and vast of them live in Happy Valley.

With more 100,000 people working in Goose Bay airport just four miles away. The airport, once a Royal Canadian Air Force base, has been closed since 1965, but the town has been able to survive by doing work for the military. After the war, Goose Bay remained a vital outpost for both military and civilian jobs, but the town has been able to survive by doing work for the military.

with an operating station where Royal Canadian Air Force personnel will still be active, industry and commerce may be handicapped—service men and their families live on the U.S. base and there are 1,200 Canadians on the RCAF base. The American military needs 1,000 local residents, but RCAF needs 300. From the two military establishments there is 1,000 civilian workers more than 100,000 military families, a vast and vast of them live in Happy Valley.

With more 100,000 people working in Goose Bay airport just four miles away. The airport, once a Royal Canadian Air Force base, has been closed since 1965, but the town has been able to survive by doing work for the military. After the war, Goose Bay remained a vital outpost for both military and civilian jobs, but the town has been able to survive by doing work for the military.

with an operating station where Royal Canadian Air Force personnel will still be active, industry and commerce may be handicapped—service men and their families live on the U.S. base and there are 1,200 Canadians on the RCAF base. The American military needs 1,000 local residents, but RCAF needs 300. From the two military establishments there is 1,000 civilian workers more than 100,000 military families, a vast and vast of them live in Happy Valley.

With more 100,000 people working in Goose Bay airport just four miles away. The airport, once a Royal Canadian Air Force base, has been closed since 1965, but the town has been able to survive by doing work for the military. After the war, Goose Bay remained a vital outpost for both military and civilian jobs, but the town has been able to survive by doing work for the military.

with an operating station where Royal Canadian Air Force personnel will still be active, industry and commerce may be handicapped—service men and their families live on the U.S. base and there are 1,200 Canadians on the RCAF base. The American military needs 1,000 local residents, but RCAF needs 300. From the two military establishments there is 1,000 civilian workers more than 100,000 military families, a vast and vast of them live in Happy Valley.

With more 100,000 people working in Goose Bay airport just four miles away. The airport, once a Royal Canadian Air Force base, has been closed since 1965, but the town has been able to survive by doing work for the military. After the war, Goose Bay remained a vital outpost for both military and civilian jobs, but the town has been able to survive by doing work for the military.

with an operating station where Royal Canadian Air Force personnel will still be active, industry and commerce may be handicapped—service men and their families live on the U.S. base and there are 1,200 Canadians on the RCAF base. The American military needs 1,000 local residents, but RCAF needs 300. From the two military establishments there is 1,000 civilian workers more than 100,000 military families, a vast and vast of them live in Happy Valley.

With more 100,000 people working in Goose Bay airport just four miles away. The airport, once a Royal Canadian Air Force base, has been closed since 1965, but the town has been able to survive by doing work for the military. After the war, Goose Bay remained a vital outpost for both military and civilian jobs, but the town has been able to survive by doing work for the military.

IS THIS THE HAPPIEST MAN IN THE WORLD?



His name is John McMaster. Once he was a mess like the rest of us. Now he's a "clear," one of the saints of a new cult called Scientology—without a single "engram" left to bug him

BY WENDY MICHENER

SOMETHING VERY GOOD is going on in Toronto. People are leaving the security of changing their innerworlds, giving up their children, leaving their husbands, wives or lovers, changing their whole lives. All in the name of something called Scientology.

The whole thing got started quite by chance. A couple of years ago, someone left a book by former science-fiction writer L. Ron Hubbard in the stacks of Toronto's Great Canadian Books. Like many of his books, Hubbard's book had been superseded by Douglas Hubbard's book, a rigorous and much needed revision. Hubbard's book, a popular and much needed revision, promised greater self-awareness and control without the need for costly therapy. He wrote every word of the Hubbard-Great Canadian Books and soon became a bestselling author. The Hubbard-Great Canadian Books how everyone can get smart, happy, healthy and clear quickly.

At first, the former doctor says that what Hubbard was concerned he "needed to grow with a love for all mankind."

Given asked of asking this and soon spread the word to Peter North, the millionaire president of Christian Social Convention, his wife Linda and about a dozen more. A few months later John and The Parvati arrived from the Washington center, complete with Hubbard guidebooks, Hubbard "Ecclesiasticalism," and a set of keys.

Today Toronto has Canada's first Scientology "org," one of more than 30 others of HAO (Hubbard Association of Scientology International) established throughout the English-speaking world. Its membership is small — at most 100 in Toronto and 100,000 in the whole world — but it's clear, and as Scientology, like its parent, one of the world's movements spread out in a small way. Certainly of the devotion of its members is just plain, Scientology is a point of view. And it is a growing one.

Scientology is not really a religion, a science or a business, but a simple three combination of all three. Its converts are as convinced as any religion makes that their way is the only way and right in its adopted by the whole world. Its system of conducting the human people can be as convincing or as devastating to brainwashing. And a common fact from its followers is apparently in any state of mind.

For what Scientology believes in is hard to put down. Hubbard has written literally millions of words about it, and regularly makes new discoveries as to just what his philosophy really means. Over the years he has worked in various roles from education, behavioral psychology, Hubbard's Philosophy, and Hubbard's Art. Put them all together and they spell happiness. For people who truly believe "It's the best thing in my life" one individual told me "It's even better than sex."

Basically, what Scientology offers is that long-standing best seller self-improvement, or as Hubbard says: / continued on page 35

Life holds more excitement more gaiety more glamour for her



because of Imperial Oil's billion-dollar investment in Canada

Ingredients for cosmetics and hair hints... many-made lives for fashions that keep her on the go, beautifully... the warm glow of candles that flatter... these and countless other products that enrich her life every day are made possible through petroleum and research.

Imperial Oil has invested more than a billion dollars over the past ten years to find the oil Canada needs... to develop new ways to use it... to contribute to a richer life for all Canadians through petroleum and research.



more now...more in the future...from Imperial Oil

Something to sing about!

CBC TELEVISION...now in color!

Yes, there's *something* to sing about

A special CBC Television 10th Anniversary celebration featuring



for it's a *something* to sing about

the very early musicals on CBC Television, including *Red, Hot and Blue*, *Stage Struck* and *The Best of Broadway*



Don't *miss* anything

all kinds of exciting musicals now available on CBC TV



It's *quintessentially* Canadian

the quintessentially Canadian CBC Television 10th Anniversary celebration featuring



Of *the* *world's* *most* *famous* *people*

the world's most famous people on CBC Television



With *the* *best* *of* *the* *world's* *most* *famous* *people*

the world's most famous people on CBC Television



And *the* *best* *of* *the* *world's* *most* *famous* *people*

the world's most famous people on CBC Television



And *the* *best* *of* *the* *world's* *most* *famous* *people*

the world's most famous people on CBC Television



CBC
TELEVISION NETWORK

RICHARD NEEDHAM continued from page 17

"One of the world's most famous people"

for his music, who is too concerned about their image to be known. The women are nervous, the girls who will tell him, the women who are in the room."

He gets off at several stops on the line of downtown Toronto and goes to his home at 1111 Avenue Road. He is a married man, 40 years old, with a wife and two children. He is a successful businessman, a successful man in the world. He is a man who is too concerned about their image to be known. The women are nervous, the girls who will tell him, the women who are in the room."

He is a man who is too concerned about their image to be known. The women are nervous, the girls who will tell him, the women who are in the room."

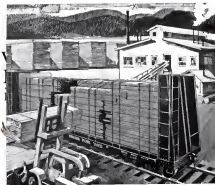
He is a man who is too concerned about their image to be known. The women are nervous, the girls who will tell him, the women who are in the room."

He is a man who is too concerned about their image to be known. The women are nervous, the girls who will tell him, the women who are in the room."

He is a man who is too concerned about their image to be known. The women are nervous, the girls who will tell him, the women who are in the room."

He is a man who is too concerned about their image to be known. The women are nervous, the girls who will tell him, the women who are in the room."

He is a man who is too concerned about their image to be known. The women are nervous, the girls who will tell him, the women who are in the room."



All dressed up with somewhere to go

Smoothed down and slicked up, this is dressed for the world's most famous people. The world's most famous people on CBC Television.

Specifically designed to serve the world's most famous people, the world's most famous people on CBC Television.

EXPO
1984
1984
1984

He is a man who is too concerned about their image to be known. The women are nervous, the girls who will tell him, the women who are in the room."

Canadian Pacific

1984
1984
1984

Introducing our 9 brewmasters.



L. to r.: Max, Charlie, Alvin, Claude, Lester, Sid, Eric, Ben & Adam.

All you really need to make good beer is one good brewmaster. But good beer isn't good enough for Carling.

So we have nine.

Nine specialists. With nine points of view. Each knowing just what it takes to make beer great.

"Make it more natural." *"Spend more*

money." *"Watch the budget."* *"Modernize."* *"Take lots of time."* *"Make it beautiful."* *"Clean."* *"Make it tastier."* *"Do it different."*

Each with a sharp eye on the other's brewkettle. Tasting. Complaining. Complimenting. Disagreeing and agreeing.

Result? Eighteen Carling beers and ales across Canada. Eighteen brands, all different. All just great enough to get by all our brewmasters.

We could fill 9 pages in Maclean's telling you what it's like with nine brewmasters.

We will. Next issue: Max.

Carling thinks 9 heads are better than 1.